

ABSTRACT OF THE DISCLOSURE

2 A method and apparatus for allowing the collection of information regarding
3 visits to the pages of a data network such as the Internet, and the number of separate
4 images viewed is described. The described method overcomes various prior art
5 limitations including providing for improved accuracy in reporting the number of
6 times a banner image, such as an advertisement, is viewed; providing improved
7 methods and apparatuses for efficiently identifying unique banner images viewed;
8 providing an improved method and apparatus for configuring a network user's
9 computer so that interference from the data collection process with the normal
10 operation of the computer is minimized; providing an improved method and apparatus
11 for efficiently calculating a checksum to allow unique identification of a banner image
12 viewed by a network user; and providing an improved method and apparatus for
13 determining whether the network user used the browser BACK button to view a page
14 and, if so, to count the banner images viewed.

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